

PCD LOAD 4TH QUARTER

PRIMARY: CAMEL SPECIAL LIGHTS (KINGS AND 100'S)
CAMEL LIGHT BOX

SECONDARY: WINSTON SELECT (.20¢ OFF PRODUCT)

THIRD: SALEM KING, SALEM LIGHT KING, SALEM GOLD

SAVINGS DISPLAYS

PRIMARY: DORAL

SECONDARY: MONARCH

THIRD: STERLING/MAGNA
(IF IT IS SELLING)

*IN STORES WITH A SEPARATE MONARCH DISPLAY, DORAL AND MAGNA WILL SHARE SAVINGS DISPLAY.

*IN PREFERRED PRESENCE ACCOUNTS, SAVINGS BRANDS CAN BE PLACED ON THE TOP TRAY OF PROMOTIONAL UNIT IF NO SAVINGS DISPLAY IS IN THE STORE.

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POS AND PDI PLACEMENT FOR 4TH QUARTER

EMPHASIS DURING THE 4TH QUARTER WILL BE ON GAINING ADVERTISING PLACEMENT ON CAMEL LOTTO, WINSTON SELECT, AND MONARCH THROUGHOUT THE DIVISION.

HEAVY EMPHASIS WILL BE ON PLACEMENT OF BANNERS AND PERMANENT ADVERTISING ON MAIN STREETS IN ALL ASSIGNMENTS.

THE GOAL IN OCTOBER WILL BE TO GAIN COVERAGE BY 10/27/93 IN ALL ASSIGNMENTS AND WORK PDI BLITZ ON 10/27/93 AND 10/28/93 ON THE MAIN STREET IN ALL ASSIGNMENTS.

AREAS TO BE WORKED BY ASSIGNMENT

<u>ASSIGNMENT</u>	<u>AREA</u>
01	BROADWAY, BAYONNE
02	BERGEN STREET, NEWARK
03	BERGENLINE, N. BERGEN TONNELLE AVE, N. BERGEN
04	RT. 17 & RT. 3
05	WASHINGTON AVE., BLOOMFIELD AVE.
06	BERGEN STREET
07	BERGENLINE
08	RIDGE ROAD
09	RIDGE ROAD
10	MAIN STREET
11	WASHINGTON AVE., HOBOKEN
12	FERRY STREET

**3RD QUARTER INDIVIDUAL LOCAL PERFORMANCE PROGRAM
FINAL RESULTS**

	RO	FV	HK	LB	JD	RI	KR	AE	DWL	BS	RH
MONARCH LT. BX											
CASH (15 PTS. EA)	0	75	190	91	66	20	226	366	49	151	107
D/O (10 PTS. EA)	139	122	459	515	282	453	1029	840	294	588	843
P/B (5 PTS. EA)	41	0	380	884	92	326	387	392	31	15	228
TOTAL PTS.	1595	2345	9340	10935	4270	6460	15615	15850	3830	8220	11175

C/P/D AVERAGE	5.6	7.1	6	7.2	5.9	5.8	6.6	6.9	5.7	5.2	6.7
TOTAL PTS.	0	2500	0	2500	0	0	1000	1000	0	0	1000

MON SEMI-PERM											
DISP. (250 PT EA)	0	0	11	51	8	0	45	16	5	6	8
TOTAL POINTS	0	0	2750	12750	2000	0	11250	4000	1250	1500	2000

FULL ACHIEVEMENT OF 3RD QUARTER RETAIL COVERAGE OBJECTIVES (400 PTS. EACH PERIOD)											
7/6/93 - 7/9/93	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
7/12/93 - 7/30/93	NO	YES	YES	YES	YES	YES	YES	YES	YES	NO	YES
8/2/93 - 8/6/93	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
8/9/93 - 8/27/93	YES	NO	NO	YES	YES	YES	YES	YES	YES	YES	YES
8/30/93 - 9/30/93	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
TOTAL POINTS	800	800	800	1200	1200	1200	1200	1200	1200	800	1200

MONARCH DIST.	RO	FV	HK	LB	JD	RI	KR	AE	DWL	BS	RH
98%+ K (500 PTS.)	63.6	61.5	77.8	100	63.6	33.3	100	87.5	33.3	25	50
95%+ A (1000 PTS.)	83.3	75.9	76.9	100	78.6	85.7	100	81.8	50	66.7	100
90%+ B (2000 PTS.)	60	83.3	92.3	100	100	100	90	100	80	81.3	100
80%+ C (3000 PTS.)	48.8	32.3	83.3	88.7	61.3	74.2	91.5	81.8	58.3	62.2	55.8
70%+ D (4000 PTS.)	26.9	3.3	25	69.2	6.9	63.6	50	45.5	10.7	22.4	4.2
TOTAL POINTS	0	0	5000	6500	2000	2000	6500	5000	0	0	3000

SAL GOLD BX DIS	RO	FV	HK	LB	JD	RI	KR	AE	DWL	BS	RH
98%+ K (500 PTS.)	100	100	77.8	100	90.9	33.3	100	93.8	83.3	50	83.3
95%+ A (1000 PTS.)	91.7	96.6	100	100	92.9	100	100	100	91.7	73.3	95
90%+ B (2000 PTS.)	66.7	100	76.9	100	92.9	100	100	100	92.5	75	77.8
80%+ C (3000 PTS.)	43.9	47.2	46.9	88.7	45	59.6	91.5	51.5	70.8	55.4	46.8
70%+ D (4000 PTS.)	3.8	5.9	11.5	65.4	0	22.7	40	40.9	14.3	16.3	0.6
TOTAL POINTS	500	3500	1000	6500	2000	3000	6500	3000	2000	0	1000

WIN SEL FF DIS	RO	FV	HK	LB	JD	RI	KR	AE	DWL	BS	RH
98%+ K (500 PTS.)	95.4	100	100	100	95.4	66.7	100	100	50	25	66.7
95%+ A (1000 PTS.)	95.8	98.3	100	100	100	85.7	100	100	87.5	66.7	80
90%+ B (2000 PTS.)	93.3	100	96.1	100	92.9	100	100	100	77.5	75	86.1
80%+ C (3000 PTS.)	78	61	66.6	89.5	61.2	82	98.3	73.4	47.2	43.9	43.5
70%+ D (4000 PTS.)	38.4	7.9	19.2	73.1	12	43.2	56.7	36.4	3.6	17.3	3.3
TOTAL POINTS	3000	3500	3500	10500	3000	5000	6500	3500	0	0	0

TOTAL POINTS FOR PROGRAM:	5895	12645	22390	50885	14470	17680	48565	33550	8280	10520	19375
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NEWARK DIVISION

4TH QUARTER

TEAM

LOCAL PERFORMANCE PROGRAM

The results that you have provided throughout the year have assisted the Region/Division in achieving many accomplishments. Now our priorities must change due to the "price rollback". Our competitive edge has been our ability to out-execute our competition with coupons, premiums, and local programs. With no coupons and minimal premiums, we are now on a "level playing field" with our competition, unless we create an advantage for RJR. This advantage will most likely come from our ability to now out-execute our competition on new priorities, such as:

- The balance of an acceptable call count, along with fully working a complete call.
- Take the time to review the location, size and consumer awareness of our pack displays. If you have a less than acceptable position on the counter, THEN IMPROVE IT!. If your display is "over-shadowed" by the competitive display, THEN ENLARGE THE SIZE AND SIGNAGE!
- Evaluate your advertising dominance in each retail store. Do we have equal to or better store front advertising when compared to competition? How do we look inside the store? Do you have enhanced lighted signage (OPM, Y-sign or ½ Y-sign)? Do you see an RJR consumer message when you walk in the store or do you see Marlboro?
- Are we represented in ALL price points? Is MONARCH in distribution? If yes, do we have the MONARCH BOX STYLES?

As we move into the 4th quarter, concentrate on doing the absolute best job that you can do and do not get "hung up" with the rumors from the grapevine on our reorganization. Now more than ever is the time to approach our accountabilities with a "positive, can-do" attitude.

During the months of October, November, and December, our objective will be to kick-butt at retail and let the competition know that RJR IS IN THE HOUSE!

The Division will be divided into four different teams of three each month:

TEAMS

<u>OCTOBER</u>				<u>NOVEMBER</u>				<u>DECEMBER</u>			
<u>#1</u>	<u>#2</u>	<u>#3</u>	<u>#4</u>	<u>#1</u>	<u>#2</u>	<u>#3</u>	<u>#4</u>	<u>#1</u>	<u>#2</u>	<u>#3</u>	<u>#4</u>
3	5	7	9	11	1	12	2	8	6	4	2
2	6	4	8	10	4	3	5	7	9	10	1
11	1	12	10	7	8	6	9	3	11	12	5

To close the year out with a bang, after kick-n-butt and taking no prisoners, the program awards for the NUMBER ONE TEAM OVERALL will be:

- 27" COLOR TELEVISION •
- MULTI-DISC CD CHANGER •
- 35 MM CAMERA •

The team member with the greatest number of points will get the award of their choice, and the team member with the second most points earned will have the next choice.

In addition, as we did last year, the individual who earns the greatest number of points for the four programs this year will receive the outstanding salesperson of the year award at our December meeting.

Performance will be measured as follows:

- By October 29, 1993, if you have reviewed 100% of merchandising contracts, store invoices, calculated their accurate average weekly industry volume, and entered adjusted volume information in your hand-held, you will earn: 5,000 points
- If by October 29, 1993, you have signed an minimum of 50 store owners (as noted on the bottom of the retailers participation form) onto the "Camel Cash Lotto" program, you will earn: 5,000 points
- For each piece of Camel Cash IV Lotto POS sold and placed, in those stores signed up only, you will earn the following points:

Each Required Piece = 125 Points

Each Impact Piece = 750 Points

(Points will be awarded after P/T places and verifies.)

- For achieving the following total Monarch distribution by 12/3/93:

98% K-Calls = 1,000 Points

95% A-Calls = 2,000 Points

90% B-Calls = 3,000 Points

80% C-Calls = 4,000 Points

- Total Monarch carton sales, including box styles:

Cash = 15 Pts. Each Ctn.

D/O = 10 Pts. Each Ctn.

P/B = 5 Pts. Each Ctn.

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Performance will be measured as follows:

- **Calls Made per Day Average:**

7.5 to 8.0	5,000 Pts.
7.0 to 7.4	3,000 Pts.
6.2 to 6.9	2,000 Pts.

Anyone who averages more than 8.0 CPD for the entire program will earn 5,000 bonus points.

- The individual who achieves the greatest number of net new stores with Monarch effective with October 1, 1993 base by the end of the program will earn an additional 4,000 bonus points.

So that we will have time to gather the final results in time for our December meeting, the program ending date will be December 10, 1993.

WINSTON SELECT K-CALL BRAND DISTRIBUTION GOAL (70%)						
S/R	WIN SLF F 85	WIN SL F 83 B	WIN SL L F 85 S	WIN SL L F 83 B	WIN SL L 100	WIN SL S 100 B
R. INSULL	66.7	66.7	33.3	33.3	33.3	33.3
B. STANTON	25	25	0	0	0	0
J. DOWD	90.9	100	63.6	63.6	54.5	54.5
L. BELARDO	100	100	100	100	100	100
K. ROTH	100	100	100	100	100	100
H. KING	100	100	88.9	66.7	88.9	66.7
F. VEGA	100	100	61.5	61.5	53.8	53.8
A. EVANCHIK	100	100	87.5	87.5	87.5	87.5
R. OLAH	90.9	100	90.9	90.9	72.7	72.7
D. LOPEZ	50	50	16.7	16.7	16.7	16.7
H. VALDERRAMA	100	100	86.7	86.7	80	86.7
R. HUTCHINSON	66.7	66.7	16.7	16.7	16.7	16.7
TOTAL DIVISION	91.3	92.9	76.4	73.8	71.4	70.6
THROUGH 10/1/93						

WINSTON SELECT						
A-CALLS						
BRAND DISTRIBUTION						
GOAL (70%)						
S/R	WIN SLF F 85	WIN SL F 83 B	WIN SL L F 85 S	WIN SL L F 83 B	WIN SL L 100	WIN SL S 100 B
R. INSULL	85.7	85.7	71.4	71.4	57.1	57.1
B. STANTON	66.7	66.7	46.7	46.7	40	33.3
J. DOWD	100	100	78.6	78.6	71.4	71.4
L. BELARDO	100	100	100	100	100	100
K. ROTH	100	100	100	100	100	100
H. KING	100	100	69.2	76.9	92.3	76.9
F. VEGA	96.6	100	79.3	79.3	76.9	76.9
A. EVANCHIK	100	100	90.9	90.9	90.9	90.9
R. OLAH	95.8	95.8	87.5	83.3	83.3	79.2
D. LOPEZ	75	100	66.7	58.3	50	41.7
H. VALDERRAMA	100	100	88.5	88.5	80.8	84.6
R. HUTCHINSON	90	70	55	45	35	5
TOTAL DIVISION	94.4	94.4	81	79.7	76.6	72.3
THROUGH 10/1/93						

WINSTON SELECT						
A-CALLS						
BRAND DISTRIBUTION						
GOAL (70%)						
S/R	WIN SLF F 85	WIN SL F 83 B	WIN SL L F 85 S	WIN SL L F 83 B	WIN SL L 100	WIN SL S 100 B
R. INSULL	100	100	100	100	100	50
B. STANTON	68.8	81.3	66.3	37.5	37.5	25
J. DOWD	92.9	92.9	100	92.9	85.7	85.7
L. BELARDO	100	100	100	100	100	90.9
K. ROTH	100	100	100	100	100	100
H. KING	92.3	100	84.6	92.3	100	100
F. VEGA	100	100	91.7	91.7	83.3	83.3
A. EVANCHIK	100	100	100	100	100	100
R. OLAH	93.3	93.3	86.7	86.7	86.7	86.7
D. LOPEZ	77.5	77.5	67.5	62.5	32.5	27.5
H. VALDERRAMA	92.3	97.4	97.4	97.4	94.9	87.2
R. HUTCHINSON	77.8	94.4	44.4	44.4	11.1	5.6
TOTAL DIVISION	88.1	92.1	80.2	77.7	69.8	64.9
THROUGH 10/1/93						

WINSTON SELECT C-CALLS BRAND DISTRIBUTION GOAL (70%)						
S/R	WIN SLF F 85	WIN SL F 83 B	WIN SL L F 85 S	WIN SL L F 83 B	WIN SL L 100	WIN SL S 100 B
R. INSULL	84.3	79.8	64	60.7	46.1	52.8
B. STANTON	44.6	43.2	32.4	32.4	28.4	24.3
J. DOWD	55	67.5	51.3	55	41.3	35
L. BELARDO	90.3	88.7	82.3	85.5	71	72.6
K. ROTH	98.3	98.3	81.4	79.7	81.4	79.7
H. KING	65.6	67.7	46.9	37.5	39.6	20.8
F. VEGA	59.8	62.2	45.7	42.5	21.3	17.3
A. EVANCHIK	72.7	74.2	68.2	69.7	68.2	69.7
R. OLAH	78	78	73.2	75.6	70.7	73.2
D. LOPEZ	52.8	41.7	26.4	26.4	15.3	15.3
H. VALDERRAMA	82.8	86.2	51.7	46.6	36.2	36.2
R. HUTCHINSON	39	48.1	19.5	16.9	6.5	3.9
TOTAL DIVISION	66.7	67.9	51.4	49.7	40.3	37.5
THROUGH 10/1/93						

WINSTON SELECT						
D-CALLS						
BRAND DISTRIBUTION						
GOAL (70%)						
S/R	WIN SLF F 85	WIN SL F 83 B	WIN SL L F 85 S	WIN SL L F 83 B	WIN SL L 100	WIN SL S 100 B
R. INSULL	45.5	40.9	13.6	18.2	9.1	9.1
B. STANTON	16.3	18.4	6.1	6.1	6.1	6.1
J. DOWD	3.4	20.7	0	10.3	0	0
L. BELARDO	73.1	73.1	61.5	65.4	57.7	61.5
K. ROTH	56.7	56.7	50	50	50	50
H. KING	20.2	18.3	9.6	6.7	11.5	8.7
F. VEGA	8.5	7.4	4.8	3.7	1.8	0.7
A. EVANCHIK	36.4	36.4	31.8	31.8	27.3	27.3
R. OLAH	42.3	34.6	26.9	23.1	15.4	15.4
D. LOPEZ	2.7	4.5	0	0	1.8	0
H. VALDERRAMA	9.7	11.3	1.9	1.9	1.6	1.6
R. HUTCHINSON	1.8	4.8	0.6	2.4	0	0
TOTAL DIVISION	26.4	27.3	17.2	18.3	15.2	15
THROUGH 10/1/93						

MONARCH DISTRIBUTION THROUGH 10/1/93					
S/R	K	A	B	C	D
R. INSULL	33.3	85.7	100	74.2	63.6
B. STANTON	25	66.7	81.3	62.6	22.4
J. DOWD	63.6	78.6	100	61.3	6.9
L. BELARDO	100	100	100	88.7	69.2
K. ROTH	100	100	90	91.5	50
H. KING	77.8	76.9	92.3	83.3	25
F. VEGA	61.5	75.9	83.3	32.3	3.3
A. EVANCHIK	87.5	81.8	100	81.8	45.5
R. OLAH	63.6	83.3	60	48.8	26.9
D. WILLIAMS	33.3	50	80	58.3	10.7
H. VALDERRAMA	80	92.3	94.9	86.2	6.6
R. HUTCHINSON	50	100	100	55.8	4.2
TOTAL DIVISION:	74.6	84.8	88.6	66.6	27.8

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Newark Division Recap & Review 1993													
Assn#	Jan	Feb	Mar	Apr	May	Jun	Jly	Aug	Sept	Oct	Nov	Dec	Y-T-D
Calls Made Per Day													
1	7.1	6.6	6.5	5.9	4.7	6	5.3	6.4	5.6				6.011
2	N/A	N/A	N/A	1.5	4.2	3.4	4.7	5.3	5.5				4.1
3	6.5	6.2	6.1	3.1	6.3	5.5	7.2	5.4	5.2				5.722
4	7.2	7.4	7.5	7.3	6.9	7.2	7.6	6.4	7.5				7.222
5	7	6.9	6.4	5.2	6	6	7.1	5.5	7				6.344
6	6.6	6.4	6.8	6.2	6.6	5.3	6.1	6	6				6.222
7	6.2	6.9	8.3	7.1	9.6	4.7	5.5	8.2	7.3				7.089
8	7.3	7.1	6.5	5.4	9.2	7	7.6	7.7	5.6				7.044
9	6.8	6	6.3	5.6	6.1	4	6.1	4.9	5.7				5.722
10	5.5	5.9	5.7	6.7	6.5	4	5.3	6.5	6.4				5.722
11	6	5.3	5.5	6.2	9.2	5	6.6	4.6	6.1				6.056
12	N/A	N/A	N/A	N/A	3.1	5	6.9	6.2	6.8				5.6
DIV	6.62	6.47	6.56	5.473	6.533	5.258	6.333	6.092	6.142				6.165
Coverage Monthly													
1	100	100	100										100
2	100	100	100	W	W	W	W	W	W				100
3	100	100	100										100
4	100	100	100	A	A	A	A	A	A				100
5	100	100	100										100
6	100	100	100	I	I	I	I	I	I				100
7	100	100	100										100
8	100	100	100	V	V	V	V	V	V				100
9	100	100	100										100
10	100	100	100	E	E	E	E	E	E				100
11	100	100	100										100
12	100	100	100	D	D	D	D	D	D				100
DIV	100	100	100	67.9	63	99.4	99.8	97.5	100				91.96
Coverage Quarterly													
1			100			W			W				100
2			100										100
3			100			A			A				100
4			100										100
5			100			I			I				100
6			100										100
7			100			V			V				100
8			100										100
9			100			E			E				100
10			100										100
11			100			D			D				100
12			100										100
DIV			100			92.4			94.1				95.5

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Newark Division Recap & Review 1993													
Assn#	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Y-T-D
THR 7/30													
Distribution-Base Brands(k/a)													
1	95	90.3	92	90.6	91.3	86.7	88.3	88.8	75				88.67
2	N/A	N/A	N/A	80.4	78.8	81.9	80.4	74.8	70.8				77.85
3	91.3	91.3	98.2	98.3	97	94.3	92.8	92	92				94.13
4	95.7	95.7	96.8	97.1	95.2	93.7	94.5	94.3	93.9				95.21
5	100	100	99.9	99.9	99.9	97.2	97.3	97.3	96.7				98.69
6	81.9	80.1	96.1	96.4	93.1	91.2	90	88.9	83.8				89.06
7	100	100	100	100	100	95.8	95.8	95.4	95.8				98.09
8	96.7	96.7	98.1	97.8	95.9	94	93.9	95.3	94.8				95.91
9	90.8	91.8	98.5	97.5	96.9	93.2	92	91.1	90.9				93.63
10	75.6	76.1	79	79.6	80.3	78.3	79.6	76.5	76.4				77.93
11	91.8	91.8	93.9	93.8	94	90.3	90.8	90.4	88.6				91.71
12	N/A	N/A	N/A	N/A	90.8	84.5	83.3	83.2	79.2				84.2
DIV	91.88	91.38	95.25	93.76	92.77	90.092	89.89	89	86.49				91.17
Distribution-Opportunity(k/a)													
1	100	100	97.6	95.2	95.2	97.1	95.7	95.7	100				97.39
2	N/A	N/A	N/A	67.5	66.4	68.1	67.2	64.7	92.9				71.13
3	83.7	83.7	99.4	99.4	96.6	96.6	98.9	98.9	98.7				95.1
4	91.1	91.1	98.9	98.9	99.5	99.5	99	99	100				97.44
5	95.2	95.2	99	99	99.5	99.5	99.5	99.5	100				98.49
6	69.2	68.3	91.3	91.3	86.5	90.5	90.5	88.9	79.4				83.99
7	100	100	99.3	99.3	99.3	99.3	98.3	97.3	100				99.2
8	98.2	98.2	99.6	99.3	95	97.1	94.1	95.9	99.1				97.39
9	81.3	81.3	98.5	96.1	95.6	95.6	93.1	91.1	97.4				92.22
10	57.5	57.5	77.8	78.9	75.5	77.1	78.2	72.9	88.1				73.72
11	68.7	68.7	93.4	93.6	92.3	92.3	92.7	92.7	95.2				87.73
12	N/A	N/A	N/A	N/A	90.1	88.1	82.9	83.4	92.9				87.48
DIV	84.49	84.4	95.48	92.59	90.96	91.733	90.84	90	95.31				90.64
Distribution-Savings (k/a)													
1	85	85.3	70.2	73.8	75	78.6	81.4	81.4	76.2				78.54
2	N/A	N/A	N/A	76.2	77.3	79	73.9	71.4	75				76.47
3	80.6	81.2	89.9	89.4	86.9	86.9	84.6	83.4	79.2				84.68
4	92.9	92.9	82.5	82	79.8	85.7	89.7	93.6	91.2				87.81
5	88.9	88.9	93.5	93.8	93.8	93.2	93.2	93	98.5				92.98
6	68.1	68.1	89.7	90.5	83.5	88.1	88.1	89.7	77.8				82.62
7	100	100	93.4	93.4	93	93.5	92.9	91.8	93.4				94.6
8	66.1	67.1	91.2	89	86.4	89	88.3	89.1	90.2				84.04
9	67.9	67.9	92.3	90.3	90.5	88.9	88.4	87.3	88.3				84.64
10	58.3	58.3	67.5	69.2	64.6	67.1	71.4	70.7	71.4				66.5
11	92.9	92.9	92.7	92.5	92.3	91.6	91.9	90.8	90.5				92.01
12	N/A	N/A	N/A	N/A	75.8	74.4	71.4	70.3	78.6				74.1
DIV	80.07	80.26	86.29	85.46	83.24	84.667	84.6	84.38	84.19				83.68

ACCOUNTS WITH MONARCH DISTRIBUTION

EFFECTIVE 10/1/93

<u>ASSIGNMENT #</u>	<u># ACCOUNTS</u>	<u>NET NEW CALLS</u>	<u>% +/-</u>
01	95		
02	81		
03	83		
04	112		
05	138		
06	147		
07	91		
08	108		
09	64		
10	149		
12	<u>93</u>		
TOTAL:	<u>1,255</u>		

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